

# Product Fact Sheet

# Tana<sup>®</sup>

Celebrates Your Passion for Shoes



introducing winter shoe care staples

**Media Contact:**

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## ***Canada's Trusted Shoe Care for Over 50 Years!***

The updated packaging and brand logo for TANA® is testament to the fact that we are at the forefront of fashion, and on the pulse of the latest shoe wear trends, especially when it comes to caring for them!

TANA® shoe care products consist of cleaners, polishes and protectors ideal for Leather, Suede and Nubuck , Sport, and Outdoor shoes, as well as a Universal line that can be applied to many types of shoes.

In an effort to simplify and distinguish between TANA® products at a glance, the new reviatlized packaging depicts background scenery, and the following colour-coding system for ease, in selecting the best shoe care:

- Leather Shoe Care
- Suede and Nubuck Shoe Care
- Sport Shoe Care
- Outdoor Shoe Care
- Universal Shoe Care

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## LEATHER

### CLEANING LOTION



#### All Purpose Cleaning Lotion Benefits:

- ◆ Gently cleans
- ◆ Prevents drying and cracking
- ◆ Leaves soft, luster finish

SRP: \$7.39

### PREMIUM POLISH



SRP: \$5.49

#### Premium Polish Benefits:

- ◆ Ultimate wax formula polish
- ◆ Provides a harder, more durable high gloss finish

### SHOE CREAM



#### Shoe Cream Benefits:

- ◆ Superior, rich cream
- ◆ Colours and nourishes
- ◆ Provides deep shine



SRP: \$7.39

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# LEATHER

## ALL PROTECTOR®



SRP: \$10.99

### All Protector® Benefits:

- ◆ Breathable invisible shield repels the elements
- ◆ Prevents dirt from setting for easier cleaning
- ◆ Proven formula, #1 seller

## SHINE SPONGE



### Shine Sponge Benefits:

- ◆ A one-step fine leather shine sponge
- ◆ No mess, No buffing

SRP: \$7.39

## STYLE 16®



SRP: \$17.99

### Style 16® Benefits:

- ◆ Keeps apparel, handbags, briefcases and luggage looking new
- ◆ Ideal for leather, suede and nubuck, fabric, nylon and canvas
- ◆ Repels the elements and prevents dirt from settling for easier cleaning

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